

### **SECTION 3. WORLD TRENDS IN MODERN JOURNALISM**

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#### **INTERACTIVITY IN THE ATTENTION ECONOMY: ENGAGING ONLINE MEDIA AUDIENCES**

#### **ІНТЕРАКТИВНІСТЬ В УМОВАХ ЕКОНОМІКИ УВАГИ: ЗАЛУЧЕННЯ АУДИТОРІЇ ОНЛАЙН-МЕДІА**

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Over the past decades, the internet has become the primary source of information for a broad audience, gradually displacing traditional media. Notably, journalism played a significant role in the internet's early adoption: according to a 1996 study, 4% of the total U.S. population began using the internet specifically to access news, while more than 55% of internet users consumed news content online [1]. However, recent studies indicate a declining interest in online media as the primary source of information within the internet, while interest in news content disseminated via social networks continues to grow.

The war in Ukraine, particularly the instability of communication networks and the need for rapid access to security-related news, has significantly accelerated the shift from online media to social networks and messaging platforms in the country. According to a 2024 study, 84% of Ukrainians receive news from social networks, while only 30% rely on online media—nearly one-third fewer than the previous year [2]. Although news organizations are actively responding to this trend by expanding their presence on social media, these platforms cannot fully substitute direct engagement with online media website.

Amid growing competition for audience attention, media organizations must adopt innovative strategies to drive engagement on their platforms. Interactivity has long been recognized as a defining feature of online journalism, with researchers in the 1990s highlighting its potential

to democratize media, involve audiences in content creation and discussion, and influence editorial processes. It was expected that interactive technologies would not only transform information presentation but also significantly enhance user engagement. However, the practical implementation of interactivity has fallen short of these expectations.

Studies of Ukrainian online media as of 2023 indicate that newsrooms primarily employ only basic forms of interactivity, such as hyperlinks, quizzes, comment sections, content rating options, and subscription services [3]. Meanwhile, more advanced interactive content, including gamification elements, virtual and augmented reality, or panoramic formats, remains largely underutilized. Thus, at this stage, it is more accurate to speak of an illusion of interactivity in online media, where its potential remains significantly unrealized [4].

Several factors hinder the widespread adoption of interactive technologies in the media industry, including financial constraints, limited technical expertise among editorial teams, and a lack of awareness regarding the advantages and benefits of interactive content. Given the growing competition for audience attention, newsrooms should reassess the potential of interactivity as a tool for enhancing user engagement.

In the media context, interactivity should be understood as the ability of online media platforms to facilitate interaction between the audience, content, technological environment, and newsroom, enabling feedback, personalized experiences, and active audience participation in the communication process. Thus, interactivity represents a multifaceted concept that offers a wide range of opportunities for the advancement of digital journalism.

Journalistic research suggests that interactivity is a significant factor influencing user enjoyment, perceived credibility, and audience retention [5]. Eye-tracking studies indicate that texts incorporating interactive features can effectively attract and sustain reader attention [6]. Audience perception studies further highlight the potential benefits of interactivity for newsrooms, demonstrating its appeal across both younger and older demographics. Younger audiences tend to be more selective in their content consumption, favoring materials that are not overly saturated with multimedia elements [7]. However, they show little interest in co-creating content with journalists, as social media platforms already provide them with accessible spaces for expressing their opinions. Many users may perceive their contributions as irrelevant within the framework of professionally curated news. In contrast, older audiences exhibit a strong interest in interactive features that facilitate engagement, particularly in the ability to exchange reactions to news content. They also respond positively to gamified elements that assess their

participation within groups and the frequency of their interactions with others [8].

Nevertheless, despite the overall findings indicating audience interest in interactivity within online media, its broader practical implementation remains limited due to a lack of in-depth research. Specifically, there is a need for studies that identify which interactive features appeal to particular segments of the internet audience. Moreover, journalistic research has yet to sufficiently address the perspectives of online media editors, including their concerns and anticipated challenges in adopting interactive functions. Given that interactivity could serve as a potential strategy for online media to attract and retain audience in the attention economy, these issues present promising directions for future research.

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## **THE ROLE AND SIGNIFICANCE OF THE INTERNATIONAL CRIMINAL COURT IN THE 21ST CENTURY IN PROTECTING JOURNALISTS' RIGHTS DURING WAR**

### **РОЛЬ ТА ЗНАЧЕННЯ МІЖНАРОДНОГО КРИМІНАЛЬНОГО СУДУ В 21 СТОЛІТТІ У ЗАХИСТІ ПРАВ ЖУРНАЛІСТІВ ПІД ЧАС ВІЙНИ**

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У світлі глобальних змін, що відбуваються на міжнародній арені, зокрема, після численних конфліктів, роль журналістів стає все більш значущою, а разом з тим і небезпечною. Журналісти, які висвітлюють збройні конфлікти, все частіше стають жертвами насильства, незаконного затримання та інших порушень прав людини.

Їхня діяльність у зонах збройних конфліктів набуває особливої важливості для забезпечення прозорості та підзвітності в умовах, коли офіційна інформація часто перебуває під контролем державних або недержавних сил. З початку 21 століття зафіксовано понад 2,500 нападів на представників ЗМІ у зонах конфліктів, з яких 40% завершилися смертю або зникненням [2, с. 7]. Міжнародний кримінальний суд (МКС), заснований у 2002 році, має на меті боротьбу з безнаказаністю за найтяжчі злочини, але його роль у захисті журналістів залишається суперечливою [3, с. 89].

Ці цифри свідчать про глибоку системну проблему в міжнародній системі правосуддя. Систематичні напади, кібератаки і правові переслідувань журналістів демонструють, що існуючі міжнародні